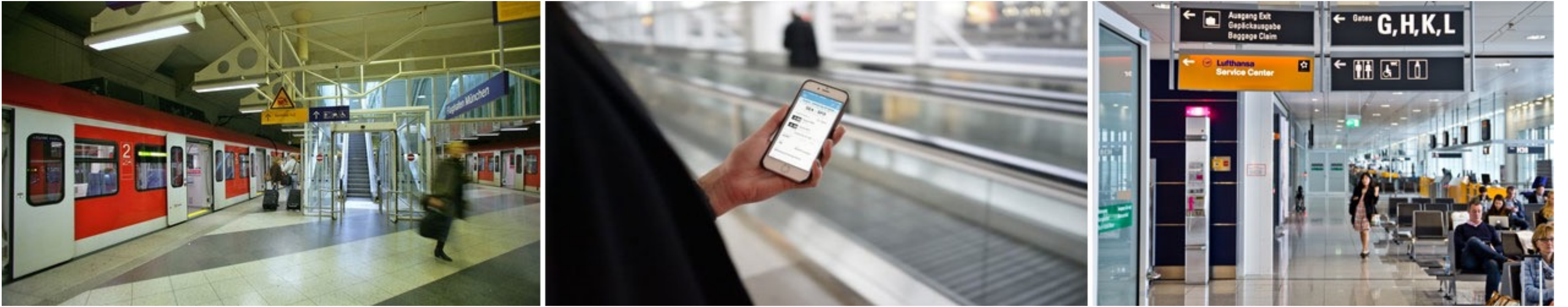
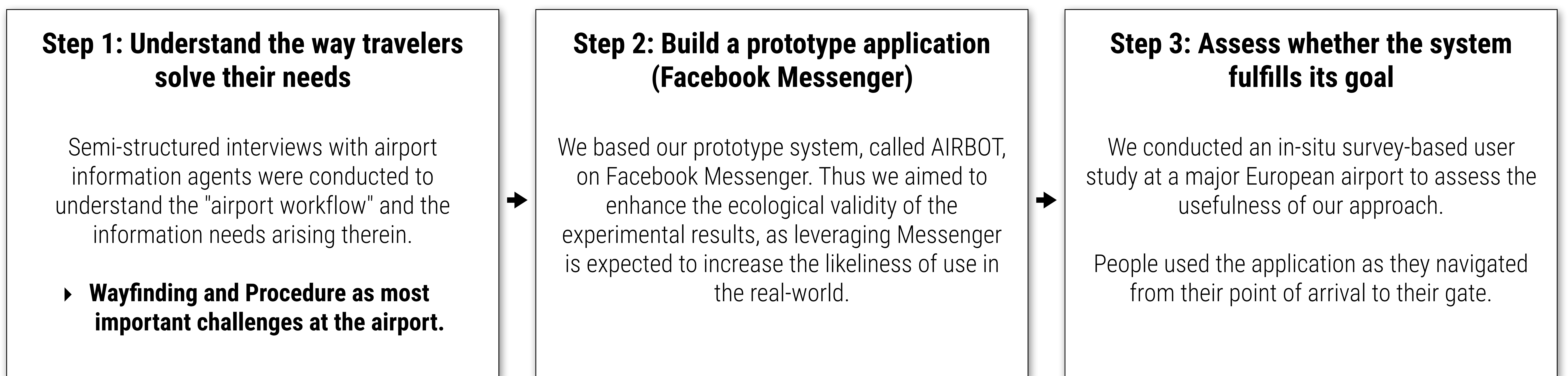


# AIRBOT: USING A WORK FLOW MODEL FOR PROACTIVE ASSISTANCE IN PUBLIC SPACES

– Markus Kattenbeck, Melanie Kilian, Matthias Ferstl, Florian Alt and Bernd Ludwig –



We investigate how a task-sensitive personal assistant on smartphones can support users in public space. We designed, implemented, and evaluated AIRBOT, a mobile chatbot providing air travelers with proactive information during flight relevant tasks. We tested the application on passengers at a major airport (N = 101). The results of our evaluation study suggest, firstly, that AIRBOT's utility is acknowledged by its users and, secondly, that its use affects the perception of passengers' airport service experience, both positively and negatively.



### AIRBOT APPLICATION

- ▶ Connected to the airport's real time information and flight management system.
- ▶ Can proactively send reminders and notifications to passengers.

### EVALUATION (N=101)

- ▶ Passengers recruited at train station of airport.
- ▶ Airbot was setup on participants' personal smartphones.
- ▶ Short introduction to functionality of the app.
- ▶ Survey to be taken just before take-off or after landing.

### DISCUSSION

- ▶ Personalized services perceived beneficial by users.
- ▶ At the same time negative influence on perception of non-personalized information.
- ▶ Providing the right information at the right point in time is more important than the variety of features and information.

